Welcome To
Anthem.com and the
Member Experience
Anthem.com Reinvented

Our new member portal was launched on August 21st, 2010.

The improved member experience is designed to help members get the most out of their health plan.

With Anthem.com members...

• Get simple answers to everyday questions
• Can better understand health benefits
• Access tools and resources to help improve their health

All in one easy-to-find location
The personalized Account Summary can help members get what they need, fast.

- Fully customizable
- Summary of benefits and recent claims
- Important tools to help members navigate the health care system
  - Personal Health Record
  - Zagat Health Survey
  - Anthem Care Comparison
Account Summary: Zagat Health Survey

Your employees can share feedback and benefit from the experience of other Anthem members

- Rate doctors on Trust, Communication, Availability and Environment.
- Write comments and see what others have to say about doctors in your area.
Plans and Benefits

- View details of services and benefits covered by their plan
- View a summary spending to date and view most recent claims.
- Evaluate treatment cost and research the best health plan for their health care needs.
Plans & Benefits: Anthem Care Comparison

Anthem Care Comparison
We make it easy to find hospital facilities that match your location, your situation, and your preferences.

Compare Hospitals and Facilities

- Compare actual cost for common procedure
- View quality comparison that gauge performance and safety
Plans & Benefits: Anthem Care Comparison

Rankings Include:

- Number of patients
- Mortality rate
- Complications
- Length of stay
- Cost
- Safety
- Overall patient experience
The health and wellness experience at Anthem.com offers your employees innovative tools and valuable resources to help them live healthier and get the best care possible.

Anthem offers a web experience unlike any other in health care. Members can:

- Become more knowledgeable about health issues and specific conditions
- Get support caring for a loved one
- Discover their health risks and learn how to lower them.
- Take advantage of discounts on health care products and services such as vision services and gym memberships
- Get inspiration and support to improve their health.
Health and Wellness

360°HEALTH® TOOLS

- Symptom Checker
- MyHealth Assessment
- MyHealth Record
- Special Offers
- Preventive Health Guidelines
- Lifestyle Improvement Centers
- Overview of 360° Health
- and more
Health & Wellness: Discounts

Special Offers provides access to discounts on a wide variety of healthy living products and services.

Discounted products and services include:

• Maternity and baby needs, and self-help programs
• Weight loss programs and fitness club memberships
• Vision correction and eyewear, hearing aids, and teeth whitening
• Medicine and alternative therapy treatments
The Wellness Tool Kit provides resources that can help members assess their health and achieve and maintain wellness.

- Health Assessment
- Symptom Checker
- Health Videos
- Lifestyle Improvement Programs
Health & Wellness: Health Assessment

The Health Assessment can help members instantly understand their health risks and how to lower them.

- Members answer questions about lifestyle and health history.
- Health assessments use a sophisticated toolset that processes 5,000 calculations that screen for 21 clinical risk factors.
- Available in English and Spanish
Members can discover risks and understand how to lower them – even by making simple changes to lifestyle habits that can keep minor issues from turning into big problems down the road.

For example, simply losing 15 lbs. reduces the risk of getting diabetes by 60%.*

*President’s Council on Physical Fitness

The Health Assessment is a doorway to many 360° Health programs.
Health & Wellness: Health Record

The personal health record is a confidential service that can help members keep medical information in a central and secure location.

- Keeps medical records organized for emergencies and every day use.
- Stores information such as immunizations, tests and screenings, prescription and over the counter drugs, medical conditions and more.
- Members can print and share with doctors to help avoid potential drug interactions and duplicative tests.
Health & Wellness: The Symptom Checker

The Symptom Checker helps identify what type of ailments might be causing a particular pain or discomfort.

- Interactive tool allows members to choose a particular part of the body. And then answer questions about symptoms to narrow down what the problem might be.

- View in-depth information, and in many cases, understand if you should contact a doctor or try home treatment.

**Knee pain or tenderness**

A pain scale is a way for you to measure your pain and keep track of what works best to control it. Most pain scales use numbers from 0 to 10: 0 means no pain and 10 means the worst pain you have known or felt. Use the list below to find the number that best describes your pain.

- 0 = No pain
- 1 to 3 = Mild pain
- 4 to 6 = Moderate pain
- 7 to 9 = Severe pain
- 10 = Worst pain possible

Knee pain and tenderness is often caused by increased activity or overuse. You can sometimes relieve the pain by resting and using home treatment.

**Injuries**

Injuries can cause knee pain. You may not remember the injury if your symptoms began gradually or during everyday activities.

- Acute injuries such as sprain, strain, tears in the meniscus, fractures, or dislocations may be caused by a direct blow to the knee or from twisting or bending the knee abnormally. You may have sudden, severe knee pain and bruising and swelling may develop quickly. Your knee or lower leg may feel numb, tingly, weak, or
Health & Wellness: Health Videos

Current, trustworthy health information in a convenient video format 24/7

- Over 200 clinically approved videos
- Viewable with Real Player, Microsoft or Media Player
- Many videos are available for podcast and can be used at health fairs and other employer events.

Topics include: Childhood wellness, heart health, behavior health, women’s health, wellness, men’s health, senior health
Improve Your Health resources help members take action to reach their health goals

- Health topics
- Message boards
- Health condition calendars
- Prepare for Surgery guides
Health & Wellness: Lifestyle Improvement Programs

Lifestyle Improvement Programs provide a personalized, engaging, and highly interactive way for members to address and improve each of the following risk factors at their own pace:

- Educational readings
- Planners and trackers
- Journaling
- Topics include: Exercise; Nutrition; Smoking Cessation; Emotional Health; Stress Management
From asthma to women’s health, Health Topics provide a wealth of information.

- Important questions to ask during doctor’s visits
- Timely articles, news and more
- Self-assessments that can help members understand details about their health or the personal health of a loved one
Health & Wellness: Online Communities

Online communities are a powerful way to find support from people going through similar experiences.

Real People talking about Real Issues like:
- Smoking
- Pregnancy
- Diabetes
- Depression
- Diet & Nutrition
- And much more…
Surgery can be an uncertain prospect. Our Prepare for Surgery Guides help reduce anxiety.

- Helps members understand the steps that go into dozens of common surgical procedures.
- View photos of the surgery and read step-by-step descriptions.
- Helps members understand their options and make the best choices possible.
Anthem.com promotions

Let your employees know about the more personalized online experience and encourage them to take a look.

- Interactive Demos
- Registration overview
- Download flyers, posters for distribution

www.anthem.com/memberportal

To gain access to the personalized site, members will need to register at anthem.com. The process is easy. Once registered, members will have the tools and information that will help them get the most from their health plan. Please note: Members who were previously registered will have to re-register.
Questions

We will now answer questions that were sent during the presentation. If you’d like to ask a question, please use the Q&A feature located at the right hand side of your screen and address to ALL PANELISTS.
Thank You!

Thank you for your participation in our 2010 Anthem 360° Health Webinar series. Stay tuned for information on the 2011 program.

The registration site is still available and contains copies of all of our presentations, as well as promotional materials to help you spread the word!

http://group.anthem.com/360healthWest